

Date: Friday, 3 December 1993 14:55 CT  
To: Steger  
From: Steger  
Subject: Checklane Cigarette Prom - 1st Qtr 94

Listed below are the approved temporary checklane promotions beginning with the week of 12 December 1993. No other promotions are authorized during this time. Although this is a voluntary program, all stores are encouraged to participate as it is one of the few ways we can still "promote" cigarettes and most of the suppliers pay a fee for this temporary display on the single pack merchandisers. These promotions are completely within the guidelines of EOP 40-11, Chapter 33 and DOD's policy of de glamorization of tobacco.

PERIOD	VENDOR	ITEM	PAYMENT
12 DEC- 25 DEC 93	RJR	Winston, Camel, Salem, Single Pack w/cents off coupons or attached premium depending on location and availability.	\$1.50 per Display
26 DEC 8 JAN 94	B&W	GPC, Raleigh Extra, Viceroy, Kool 25 cents off per single pack.	\$2.00 per Display
9 JAN 22 JAN 94	PM	Free Lighter w/2 pack purchase of Merit, free porcelain ashtray with 10 pack mail in UPCs from Merit.	20 unit Display
23 JAN 5 FEB 94	AM	Misty and Montclair, 25 cents off single pack.	\$1.50 per Display
6 FEB 19 FEB 94	PM	Free Compact Mirror w/2 pack purchase of VA Slims.	20 unit Display
20 FEB 5 MAR 94	LOR	Newport, 50 cents off single pack purchase.	\$3.00 per store
6 MAR 19 MAR 94	LM	Covington, Jasmine, Pyramid 25 cents off single pack purchase.	\$2.00 per Display
20 MAR 2 APR 94	RJR	Winston, Camel, Salem, single pack w/cents off coupons or attached premium depending on location and availability.	\$1.50 per Display

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